

It's All in the State of Mind!

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Menopause, Andropause And Other Hormone Imbalances
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By Kris Stringham

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Today I am going show you exactly why some your customers may not be buying from you, and what you can do to gain their business.

What State are Your Customers in?

Arizona? New York? Motivated? Drowning in Debt? Ready to Make a Change? Ready to Start Their Own Internet Business?

If you don't know what state of mind your customers are in, you may be marketing in the wrong Zipcode!

Marketing on the internet can be very volatile. One day you may make a ton of sales, and the next day you may get nothing. Sometimes I send my newsletter out and wonder if anyone is really reading what I am writing.

Then I will generate some great sales, get some positive feedback from subscribers who really appreciate my newsletter, and all is well. Hey making sales on the internet gives me a great rush. Who says money doesn't make you happy! You've heard the famous quote: "I've been rich and I've been poor....and rich is better!"

That is why consistently putting your message out to your customers is a must. This is the only way to catch them on the day that they are ready to buy.

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When you make a sale many variables have to be in place and they differ for every customer. Customer A responds to your ad, likes the product, has been looking for that type of product, and has the money for that product, and has decided to buy that product because of the perceived value of the product that you are offering. Any step along that path can avert the sale.

To make the sale you must have:

Right Market: Targeted Customers

Right Ad: Gets the customer to seek more info

Right Product: Fulfills a need that the customer has

Right Price: The customer has decided to buy

Right Time: The customer has the money and wants the product

Bingo! You just made the sale.

However, just because the customer does not buy today, does not mean that they are never going to buy. It depends a lot on what is going on in their life.

Case in point. Spring is coming, people are starting to think about summer clothes and swimming suits. Maybe they have acquired a Dot.com butt this winter. An ad comes out on TV about a fitness system that can re-shape your body in as little as 12 weeks. You see the before and after, you see how this changed the person's life. You are sick of being overweight, and you need to take action now! BAM! They just got the sale.

But why wouldn't people buy right now? May be they don't need to lose weight. Maybe they do, but are in denial. Maybe they don't care. Maybe they are not ready to make the changes right now. Maybe they don't have the money. Maybe they just lost their job. Maybe they don't believe the product will work. Maybe they just figured out how much they owe in taxes this year. Maybe they forgot to write down the telephone # or URL. Maybe they just got their VISA bill and are "Not Going To Buy One More Thing!"

People buy now because you offer a solution to their immediate problems.

So Maybe:

Their Boss is a jerk and they are ready to start their own online business right now. Their listserver just crashed and they have to send their newsletter out tomorrow. Or maybe they are ready to create their own info product. Maybe they need a reliable webhost right now. Maybe they are ready to lose weight right now. Maybe they are ready for your product right now.

You never know when your customers are going to be ready to buy. But you can always be ready to sell. Get your products and services in front of your targeted customers consistently and it will pay off. Test and Track your advertising efforts very closely so that you can give your customers what they want. Find out for yourself what they want, and give it to them.

Lucid Dreaming

By Dr. Barry Burns

Lucid dreaming is simply being aware that you are dreaming while you are in a dream. Learning how to do lucid dreaming intentionally is a personal growth tool. It may help you resolve personal problems because you're able to consciously take an active role in your dreams. It can also be a lot of fun!

Lucid dreaming is a challenging art to master, but there are steps that can be taken to help you achieve the state.

As you go to sleep, use the suggestion: "As I am dreaming tonight, I will realize I am dreaming" (use your own words).

It's important to do this as you are drifting off to sleep, but you can do it throughout the day as well. Sometimes as you are making this suggestion you may actually have a memory of a previous dream come to mind! Your attitude should be one of positive expectation, but gentle inviting rather than insisting or applying any type of pressure or anxiety.

Next, work on remembering your dreams after you wake up. By getting the mind used to remembering your dreams, you are creating a more deliberate connection of awareness between the conscious and unconscious mind. In fact, it's possible that you may already be having lucid dreams, but you aren't remembering them!

The final step is to attempt to stay in the twilight sleep state for as long as possible upon awakening. You will often have a dream just before you awake in the morning so if you can stay still and keep your eyes closed, you may be able to enter back into the dream, but with more conscious awareness - thus

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creating a type of lucid dream as you balance between the sleeping and waking states.

A common problem some people encounter with lucid dreaming is that they wake up as soon as they realize they're dreaming. This is because the work of making conscious choices while sleeping causes the conscious mind to rise from its slumber, thus arousing the waking state.

This can be overcome with practice, but there is a technique that can help. Before you go to sleep, plan on what you will do in your lucid dreams. This removes an element of conscious choice during your dreams, which may help you stay in the dream state.

Dr. Barry Burns received his doctorate from the American Institute of Hypnotherapy. He studied Neuro-Linguistic Programming, Hypnosis and Dreams. Dr. Burns founded Wellspring Hypnotherapy, conducts seminars nationwide and is author of "Wide Awake," a book on dreams. For more on the meaning of dreams, visit:



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